

MULTIMEDIA



UNIVERSITY®

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018 / 2019

PBU0054 – FUNDAMENTALS OF BUSINESS MANAGEMENT

(All Sections)

25 OCTOBER 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages with **FOUR** questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

ESSAYS [100 MARKS]

Instructions: Answer ALL questions. Write your answers in the Answer Booklet.

QUESTION 1

Google is the world's largest search engine. The founders of Google have been successful in managing its organisation. This has been proven by the recent acquisitions performed by the organisation.

- a) Describe the **FOUR** basic management processes that Google might consider implementing.
(8 marks)
- b) What are the different types of managers that can be found in an organisation? Briefly explain.
(6 marks)
- c) State the determinants of organisational structure that Google should have.
(5 marks)
- d) What is operations capability? List **FIVE** categories of operations planning.
(6 marks)

[TOTAL 25 MARKS]

QUESTION 2

- a) Incentive programs are special pay programs designed to motivate high performance. State **THREE** individual incentives that companies can offer.
(3 marks)
- b) Independent contractors and temporary employees are examples of contingent workers. What are the ways that we should consider before hiring them?
(4 marks)
- c) A research suggest that people with high Emotional Quotient (EQ) may perform better than others. Explain the various dimension of EQ that a person might have.
(10 marks)
- d) i) Job satisfaction is the degree of enjoyment that people derive from performing their jobs. Give **THREE** examples that reflect job satisfaction.
(3 marks)
ii) Motivation is also important for employees to work. List **FIVE** strategies that can be implemented to enhance motivation.
(5 marks)

[TOTAL 25 MARKS]

Continued...

QUESTION 3

Tupperware Brands emphasizes on creating, communicating and delivering value to customers. It designs products that can be used for a lifetime.

- a) i) What are the various ways Tupperware Brands might use to deliver value to its customers?
(4 marks)
- ii) List **FOUR** types of utility.
(4 marks)
- b) Explain the external factors that can affect Tupperware brands business.
(12 marks)
- c) The products that this company offer will enter the product life cycle. Define product life cycle and state the stages.
(5 marks)

[TOTAL 25 MARKS]

QUESTION 4

- a) Financial statement are several types of reports summarizing a company's financial status to stakeholders. Briefly describe **THREE** financial statements that a company must prepare.
(6 marks)
- b) Financial institution's main function is to ease the flow of money from investors to companies in need of funds. Briefly explain **FOUR** financial institutions that exist in the financial system.
(8 marks)
- c) i) Securities market provide the capital that companies can rely on for survival. Define securities and securities market.
(2 marks)
- ii) What are the **TWO** types of securities market that are available?
(4 marks)
- d) State **FOUR** ways a company can finance its business. In your opinion, which is the best way to finance a business?
(5 marks)

[TOTAL 25 MARKS]

End of Paper